



Voter Preferences for Closing the New York State Budget Gap

December 12, 2008

Methodology

750 New York Likely Voters

Fielded December 2-7, 2008

47% Male, 53% Female

Margin of error +/- 3.6%

Major Findings

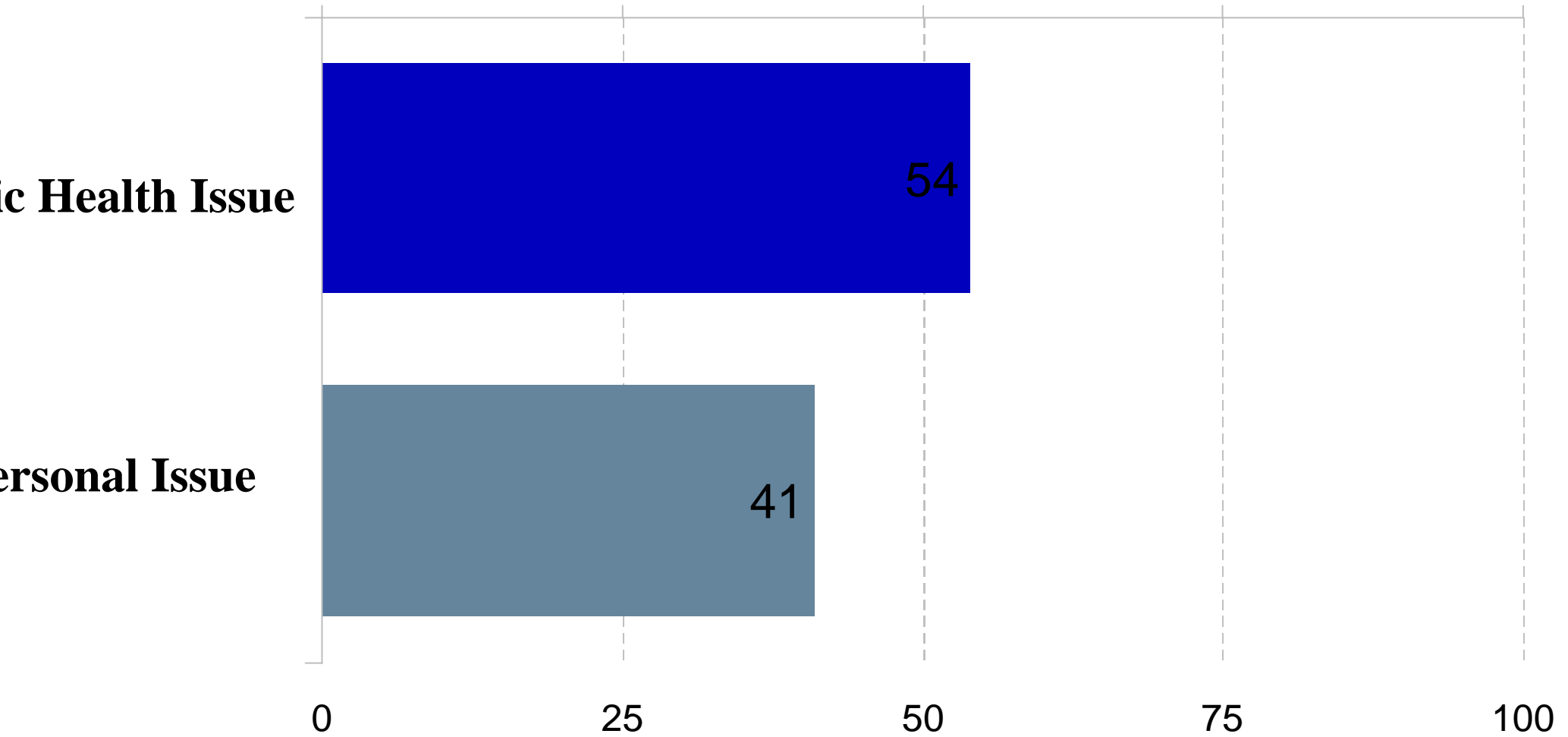
The state budget crisis is almost universally known. Voters are very concerned about the state's economy and are open to new sources of revenue, including taxes on sugar-sweetened beverages and an increase in the tax on alcohol.

Voters strongly prefer these two taxes over cuts to government services and programs, and over raising property or sales taxes.

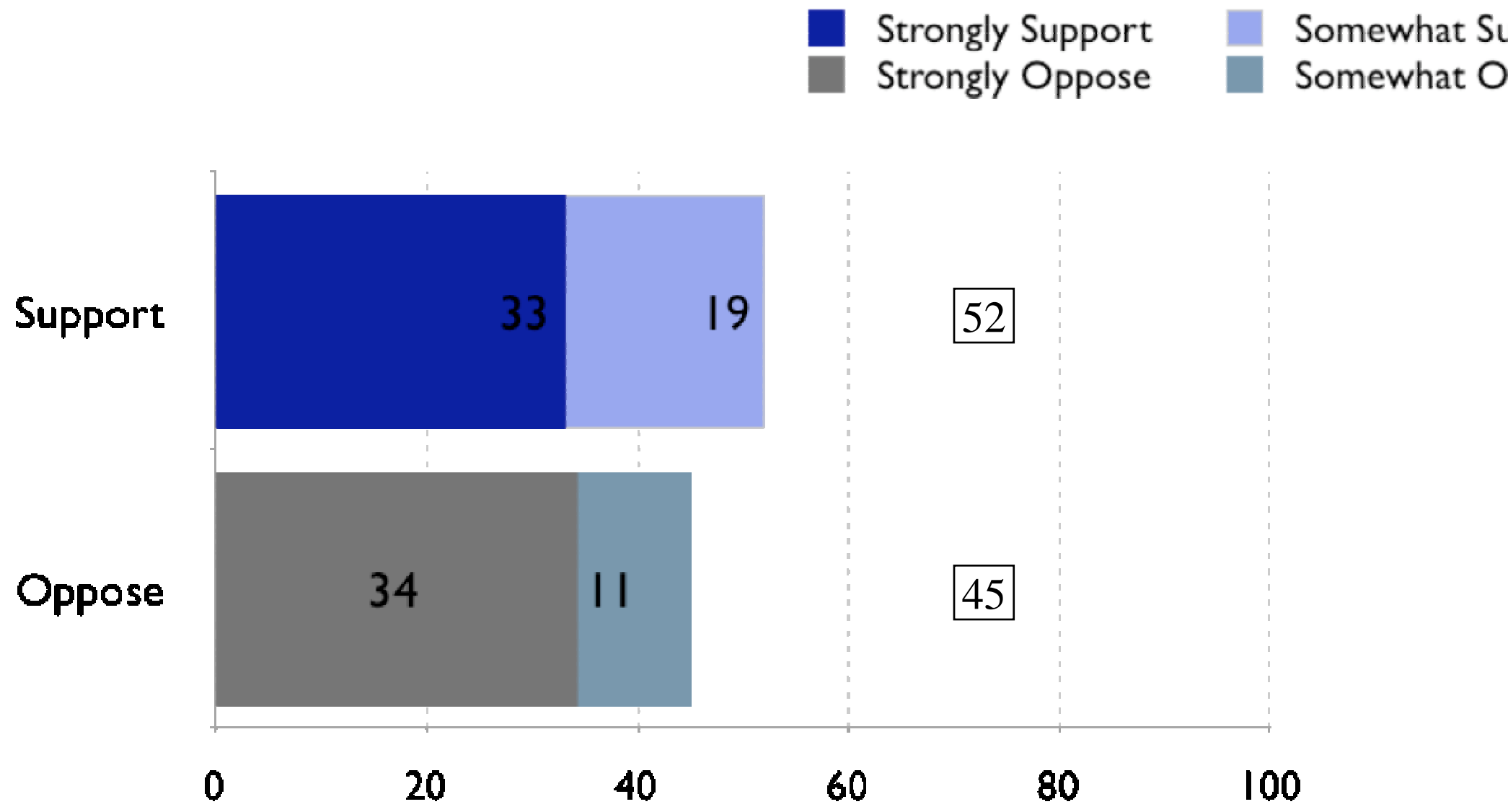
When initially asked, 62% of voters support increasing the alcohol tax. Support increases to 74% when voters learn that a tax increase of 10 cents per alcohol drink would generate up to \$500 million while helping to prevent teen drinking, and treat alcohol abuse in adults. combat drunk driving

When initially asked, 52% of voters support the tax on sugar-sweetened beverages. Approval rises to 72% when they learn that a penny-per-ounce tax would raise up to \$1 billion to help fund effective programs to combat obesity in children and adults.

Public Health Issue, Not Just a Personal One

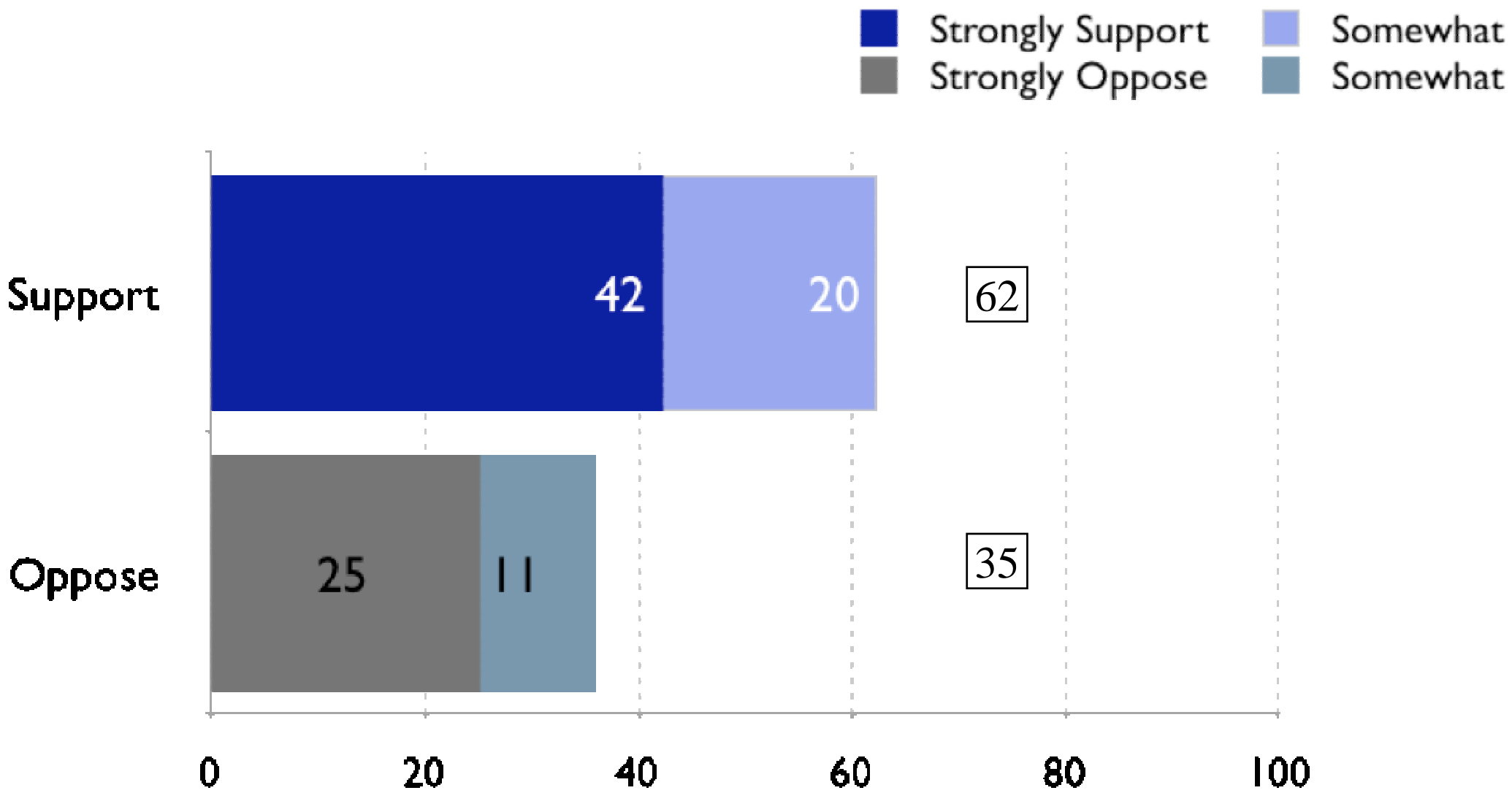


A Majority Supports a Tax on Sugar-Sweetened Beverages



...ders in New York state are considering charging a one cent tax per ounce on all **sugar-**
and beverages - such as soda and sports drinks - and using a portion of the money to comba

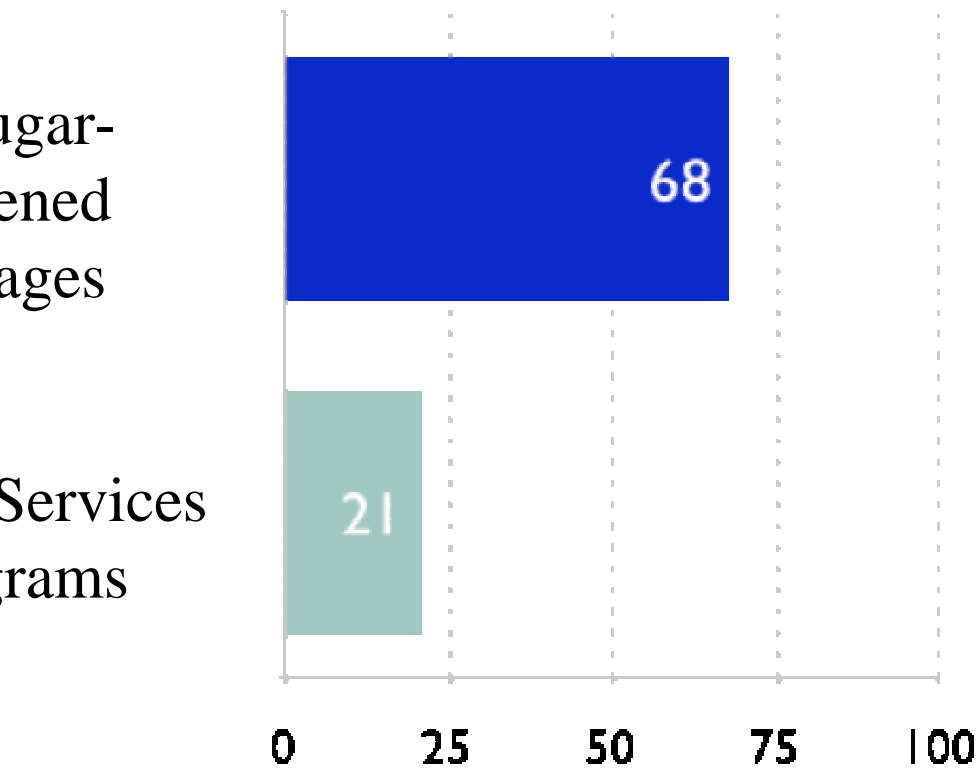
4 in 10 Voters Strongly Favor the Increase



...ders in New York State are considering increasing the tax to 10 cents per drink on
... beverages including beer wine and liquor and using a portion of the money to prevent

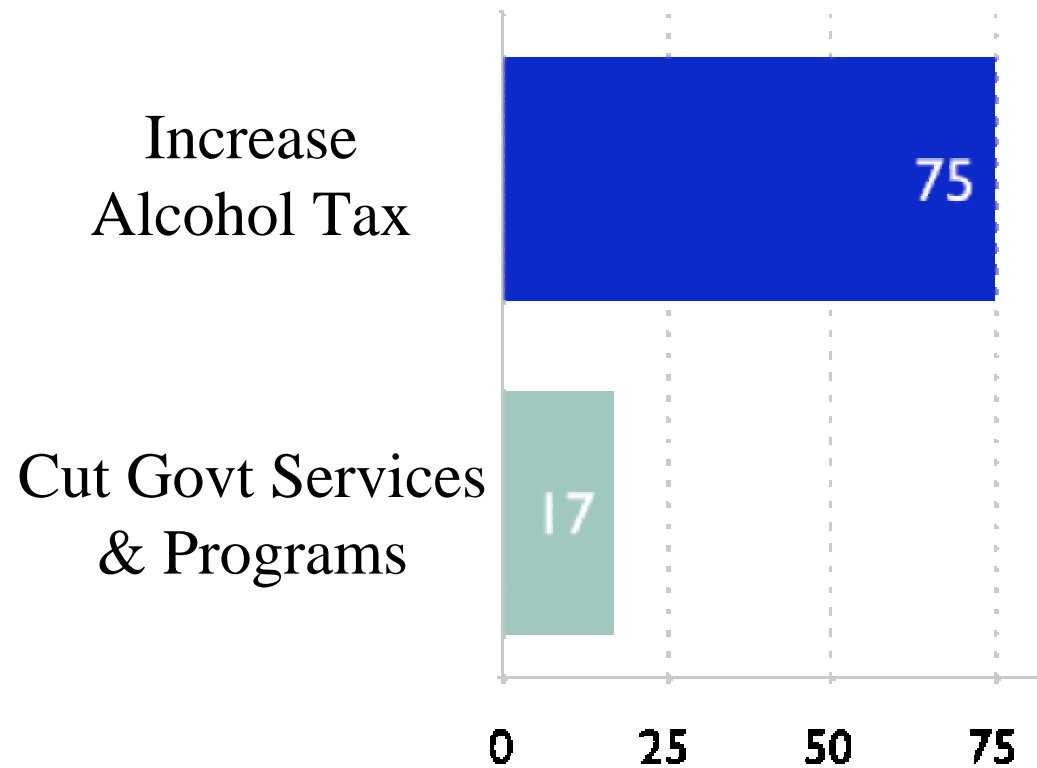
Cuts in Government Services by Margins of More than 3

As you may know, New York state faces a \$14 billion budget shortfall. Let me read some statements about possible new taxes to generate revenue and proposed cut-backs to deal with this crisis. Please tell me which statement comes closer to your view.



Increase
Alcohol Tax

Cut Govt Services
& Programs



Increase
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I would prefer to tax sugar-sweetened beverages. /

I would prefer to increase the alcohol tax.

Increased Property or Sales Taxes

Property Tax	Sales Tax
Sweetened Beverages: 73% Property Tax: 9%	Sweetened Beverages: 65% Sales Tax: 16%
Alcohol: 79% Property Tax: 6%	Alcohol: 78% Sales Tax: 7%

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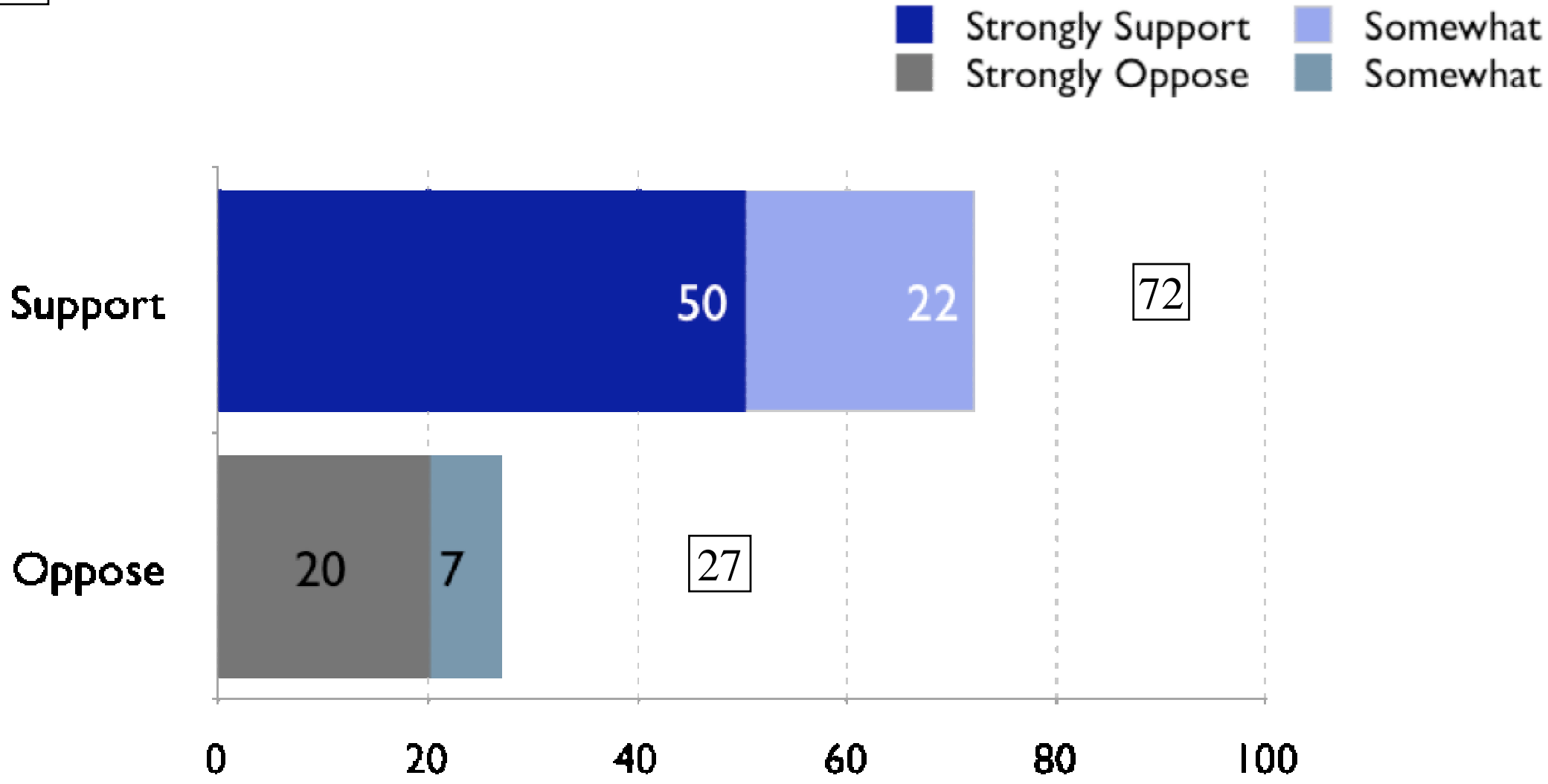
Rather than Cut Services or Increase Property or Sales Taxes

Raise Property Tax	Cut Public Services	Raise Sales Tax
Raise Property Tax: 7% Tax High Income: 77%	Cut Services: 19% Tax High Income: 73%	Raise Sales Tax: 14% Tax High Income: 73%

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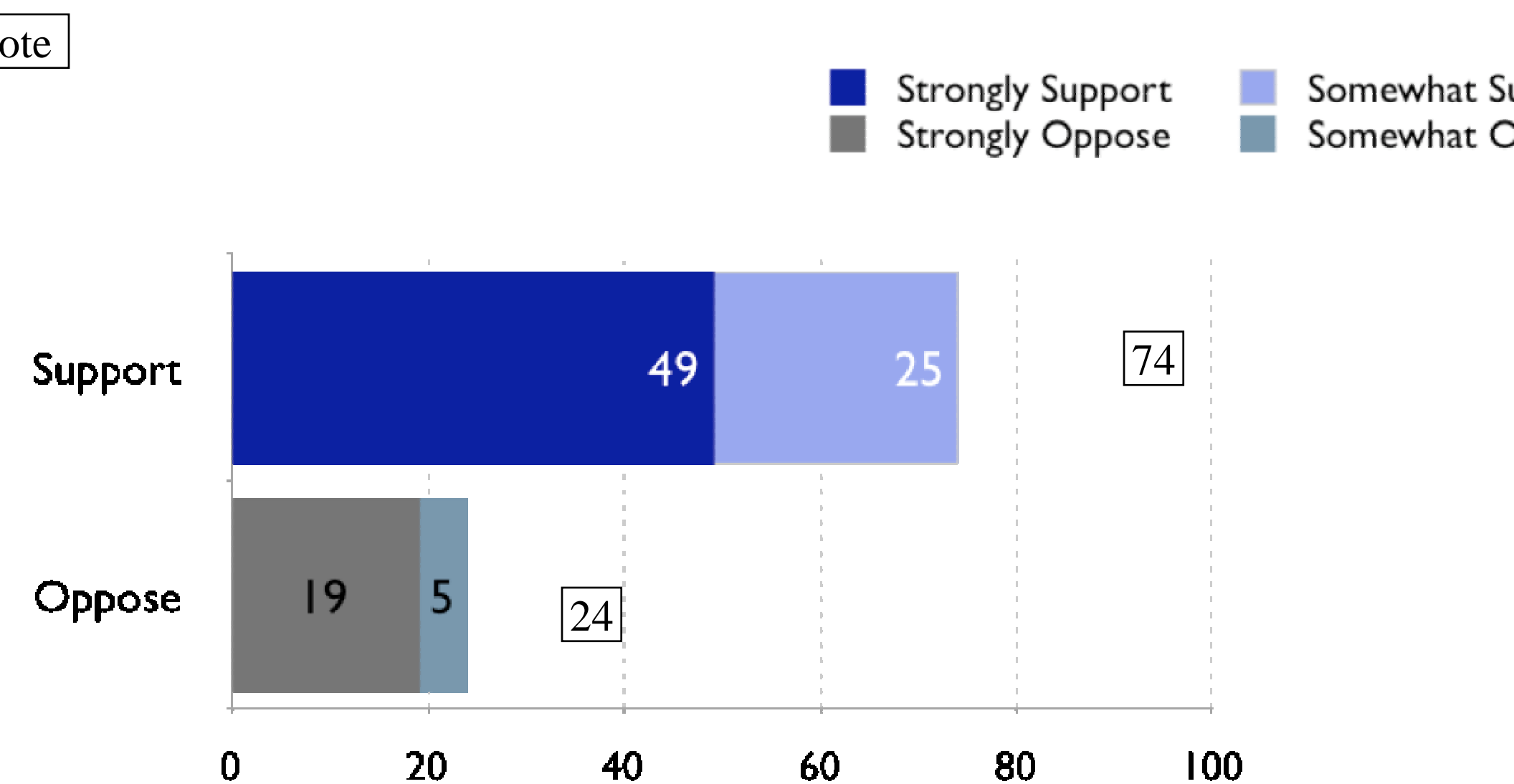
Rises from 52% to 72% when Revenue Is Used to Avoid Service Cuts and Fund Anti-Obesity Programs

Note



Supporters of a penny-per-ounce tax on sugar-sweetened beverages say it will raise up to \$1 billion and fund effective programs to combat obesity in children and adults. It will also help close the budget deficit of \$14 billion, reducing the need to raise property taxes and sales taxes or

to 74% when Revenue Is Used to Avoid Service Cuts, Underage Drinking and Fund Treatment Programs



ers of increasing the tax on **alcoholic beverages** to ten cents per drink say it will generate **million dollars** to help prevent kids from using alcohol, reduce drunk driving, and treat abuse in adults. It will also help close the state budget deficit of \$14 billion dollars,